REMARKS

Applicants reply to the Final Office Action dated May 1, 2007 within two months. Thus, Applicants request an Advisory Action, if necessary. Claims 1-4, 6, and 14-16 were pending in the application and the Examiner rejects claims 1-4, 6, and 14-16. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by the new claim or the amendments.

Applicants assert that the minor claim amendments simply further address the Examiner's questions related to user preferences. In particular, Applicants clarify that the request does not include user preferences; rather, the category tag click count determines the user preferences in order to retrieve components according to the user preferences. Such a unique use of user preferences further differentiates the presently claimed invention from the cited references, and the Examiner has already conducted an extensive search related to providing webpage content based on specific user preferences. In other words, Applicants respectfully assert that the amendments do not raise new issues which would require further search. Reconsideration of this application is respectfully requested.

Rejection under 35 U.S.C. § 112

The Examiner rejects claims 1-4, 6, and 14-15 under 35 U.S.C. § 112, first paragraph, as failing to comply with the written description requirement. Specifically, the Examiner asserts that claims 1 and 14, "contain subject matter which was not described in the originally-filed specification in such a way as to reasonably convey to one skilled in the relevant art that the inventor(s), at the time of the application was filed, had possession of the claimed invention" (page 2, item 5). Applicants respectfully traverse this rejection.

In supporting the rejection, the Examiner recites features of Applicants' amended claims that the Examiner asserts are not present in the originally filed specification. The Examiner recites the claim features: "receiving, from a user computer, a request to view said updated content page, wherein said request includes user preferences; retrieving said component according to said user preference, wherein each component includes a category tag corresponding to said user preferences" (emphasis added) as lacking support within the originally filed specification. Applicants respectfully disagree. However, to expedite prosecution, Applicants amend independent claims 1 and 14 to more clearly recite that user

preferences are determined according to a category tag click count corresponding to an originator of a web page request.

Applicants assert that support for the amendments can be found in the originally filed specification, which incorporates, and claims priority to, U.S. Provisional Application No. 60/178,456 ("Bimson"). Specifically, Bimson teaches web pages that include both page level tagging and component level tagging. Section 2.2.1 on page 6 discloses that during a visitor's navigation through the site, "page level category:keyword tags are 'registered' and the click count for each of the tags associated with the viewed pages is incremented." In other words, as a user clicks on a page component, a unique tag associated with the category of the component (e.g., travel, gardening, sports, fashion, weather, etc.), a click count is "registered" (recorded in memory). As such, Bimson is able to determine user preferences based on the click count relating to a specific category. Section 2.2.2 on page 6 specifically states that, "tags are used to 'match' user's preferences (determined by the click count for category: keywords associated with the pages the visitor has viewed over time or by some other business rule)" (emphasis added).

Claims 2-4, 6, and 14-16 depend from independent claim 1. As such, Applicants assert that claims 2-4, 6, and 14-16 are fully supported by the originally filed specification as set forth above.

Rejection under 35 U.S.C. § 103

The Examiner rejects claims 1, 14, and 16 under 35 U.S.C. § 103(a) as being anticipated by Bernardo et al., U.S. Patent No. 6,684,369 B1 ("Bernardo") in view of Dabney et al., U.S. Patent No. 6,643,663 B1 ("Dabney") in further view of Gill et al. U.S. Patent No. 6,052,514 ("Gill") in further view of Ferrel et al., U.S. Patent No. 5,860,073 ("Ferrel") and in further view of Lafer et al., U.S. Patent No. 6,192,382 ("Lafer"). Applicants respectfully traverse this rejection.

In general, Bernardo discloses a system for managing web page/site production within a distributed environment where various members of an enterprise may view, edit and authorize content. Bernardo is limited to a system, wherein a number of users may interact to create web pages and/or web sites in a manner that does not require editors to have extensive HTML knowledge. The new or updated web pages may then be electronically routed to one or more authorizers before being published.

Dabney discloses a content management system for receiving, editing, and distributing data across a network. Specifically, Dabney is limited to a workflow within an online publishing environment which enables operators to efficiently perform routing and publishing tasks. The Dabney system promotes collaboration among the various disciplines of a news organization, including any number of journalists, photographers, reporters, editors, layout artists, and web site administrators. Through a user interface, users of the Dabney system can edit news stories, audio and video to conform to the particular type of media that will present the news to the public. The various data elements that comprise the news story are stored in a database until the news story as a whole receives approval. Dabney discloses that approval of "news story data" occurs after the editors have assembled the story including any text, photographs, video, and audio (*see* column 5, line 63 to column 6, line 19 and Figure 2). Finally, when the news story comprising any number of data elements is approved, the news story may be posted on a web site, printed, or broadcast.

Gill discloses a distributed publication system that coordinates access to publication information. Specifically, the Gill system provides a computer interface which enables users to check articles out and modify the articles in both form and content. The system then enables the user to check the articles in and automatically generates a notification that indicates that the content has changed. The notification is sent to a layout designer. Upon receiving such notification, the layout designer may submit an update request for the layout of the publication.

Ferrel generally discloses a web site publishing system that utilizes style sheets which defines formatting information for a web page. The style sheet of Ferrel enables a web site designer to ensure a consistent look and feel across any number of web pages. Specifically, the style sheet defines the appearance of fonts such as, for example, typeface, size, style, color, and the like. The style sheet may further define the positioning of various elements within a web page. The style sheet of Ferrel attempts to overcome the limitations of prior art style sheets, wherein the style sheet is applied to a web document as a whole. Ferrel, on the other hand, discloses a style sheet that defines formatting data for individual display regions. However, as in prior art systems, the style sheet of Ferrel is concerned only with ensuring the consistent application to fonts, colors, and controls through a web site when it is constructed. The style sheets are not concerned with customizing the appearance of a web page, according to the preferences of the user.

Lafer generally discloses a system and method for web site construction using HTML fragments. Specifically, the Lafer system enables web page content placement within a requested web page based on HTML fragments that were previously created based on user preferences. Lafer discloses that, "topic information supplied by the user is used to form a key through which the content is retrieved from the tag cache" (column 2, lines 3-5). Such "topic information" is described as including geographical data (e.g., postal code, street address, city, state, etc.) and personal preferences data (e.g., restaurant types, Broadway shows, hotels). The topic data is used to retrieve content to more closely target the consumer.

Dabney and Gill both disclose systems relating to the publication of information across multiple mediums through the user of a workflow application. Bernardo, Ferrel, Hind, and Lafer each disclose systems relating specifically to publishing documents on the Internet. **While each of the cited references generally relate to managing the distribution and management of content, albeit in different forms and through varying mechanisms, only Lafer is concerned with selecting, compiling, and distributing content in the context of the user's preferences. However, the Lafer system does not maintain a click count which would provide a more accurate and dynamic measure of the user's interests and preferences, which are usually subject to change over a period of time.** As such, neither Bernardo, Dabney, Gill, Ferrel, Hind, Lafer, nor any combination thereof, disclose or suggest at least "retrieving a category tag click count corresponding to an originator of said request, wherein said category tag click count determines user preferences" and "retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences," as similarly recited by independent claims 1 and 14.

The Examiner next rejects claims 2-3 under 35 U.S.C. § 103(a) as being anticipated by Bernardo, Dabney, Gill, Ferrel, and Lafer and further in view of Livingston, U.S. Patent No. 6,424,979 ("Livingston"). Applicants respectfully traverse this rejection.

Dependent claims 2-3 and 15 depend from independent claim 1. As noted above, Bernardo, Dabney, Gill, Ferrel, and Lafer do not teach or suggest each feature of amended independent claim 1 and Livingston does not teach or suggest the missing features. Livingston generally discloses a system that provides views of technical architectures of an enterprise that take into account the content type interest, level of detail and time frame of desired information. However, Livingston does not teach or suggest "retrieving a category tag click count

corresponding to an originator of said request, wherein said category tag click count determines user preferences" and "retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences," as recited by independent claim 1. Thus, dependent claims 2-3 and 15 are differentiated from the cited references for at least the same reasons as above, as well as in view of their own respective features.

The Examiner rejects claims 4 and 6 under 35 U.S.C. § 103(a) as being unpatentable over by Bernardo, Dabney, Gill, Ferrel, and Lafer as applied to claims 1 and 2, and further in view of Bi et al., U.S. Patent No. 6,311,178 ("Bi") and Branson, U.S. Patent No. 5,877,819 ("Branson"). Applicants respectfully traverse this rejection.
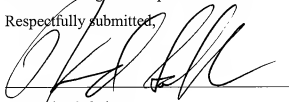
Dependent claims 4 and 6 depend from independent claim 1. As noted above, Bernardo, Dabney, Gill, Ferrel, and Lafer do not teach or suggest each feature of amended independent claim 1, and neither Bi nor Branson teach or suggest the missing features. Bi generally discloses an electronic trading system which is a multi-element confidence matching system built on a database for matching a user's requirement with offers provided by the other users, and returns the matching results to the user. Branson generally discloses a system for acquiring images during a medical procedure and using the acquired images to perform processing operations on the images and applying the images to an output device based on the stored information that corresponds to the current user. However, neither Bi, Branson, nor any combination thereof, teach or suggest "retrieving a category tag click count corresponding to an originator of said request, wherein said category tag click count determines user preferences" and "retrieving said components according to said user preferences, wherein each of said components includes a category tag corresponding to said user preferences," as recited by independent claim 1. Thus, dependent claims 2-3 are differentiated from the cited references for at least the same reasons as above, as well as in view of their own respective features.

Applicants also assert that claim 15 is differentiated from the cited references for the reasons set forth above, in addition to its own features.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited references. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's

convenience, if that would help further prosecution of the subject application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814.

Respectfully submitted,

Dated: _____June 29, 2007_____

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